

## ORDER



**Orders**      **Order / Rev:** 68631  
 Alt Order #: 9852709 /Brad  
 Product Desc: DAVID FREED FOR AG  
 Estimate: 484  
 Flight Dates: 10/30/12 - 11/05/12  
 Original Date / Rev: 10/26/12 / 10/26/12  
 Order Type: GENERAL

**WLYH CW15**  
 Primary AE: Millennium Washington DC  
 Sales Office: MNAT  
 Sales Region: National

**Agency**      **Name:** Brabender Cox Mihalke  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
1218 Grandview Avenue  
Pittsburgh, PA 15211

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**      **Name:** Freed/R/Attorney General  
 Demographic: A35+  
 Product Codes: State Attorney General  
 Priority: P-2  
 Revenue Codes: AGY, POL-CAND, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

**Bill Plan**  

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	14	\$2,845.00	\$2,418.25

**Totals**  

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	14	\$2,845.00	\$2,418.25	0.00
<b>Totals</b>	<b>14</b>	<b>\$2,845.00</b>	<b>\$2,418.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**  
 WLYH CW15      1%      \$2,845.00  
 Market      100%      \$284,500.00

**Competitive Share**  
 EHP      0%      \$0.00  
 UNKWN      2%      \$5,690.00  
 WGAL      37%      \$105,265.00  
 WHP      21%      \$59,745.00  
 WHTM      28%      \$79,660.00  
 WPMT      11%      \$31,295.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 1	WLYH	10/30/12	11/05/12	M-F 7-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	6	\$275.00	P-2	0.00	NM	6	\$1,650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	MTWTF--		6	\$275.00			0.00						
N 2	WLYH	10/30/12	11/05/12	M-F 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	MTWTF--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00	
N 3	WLYH	10/30/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00	
N 4	WLYH	10/30/12	11/05/12	Sa-Su LF Sa-Su LF	CM	1030p-130a	-----SS	:30	1	\$120.00	P-2	0.00	NM	1	\$120.00	
														Totals	14	\$2,845.00